

# Chemist & Druggist

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JUNE 26 1976 THE NEWSWEEKLY FOR PHARMACY

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NHS again tops 60pc for some independents

Mrs Rawlings interviewed

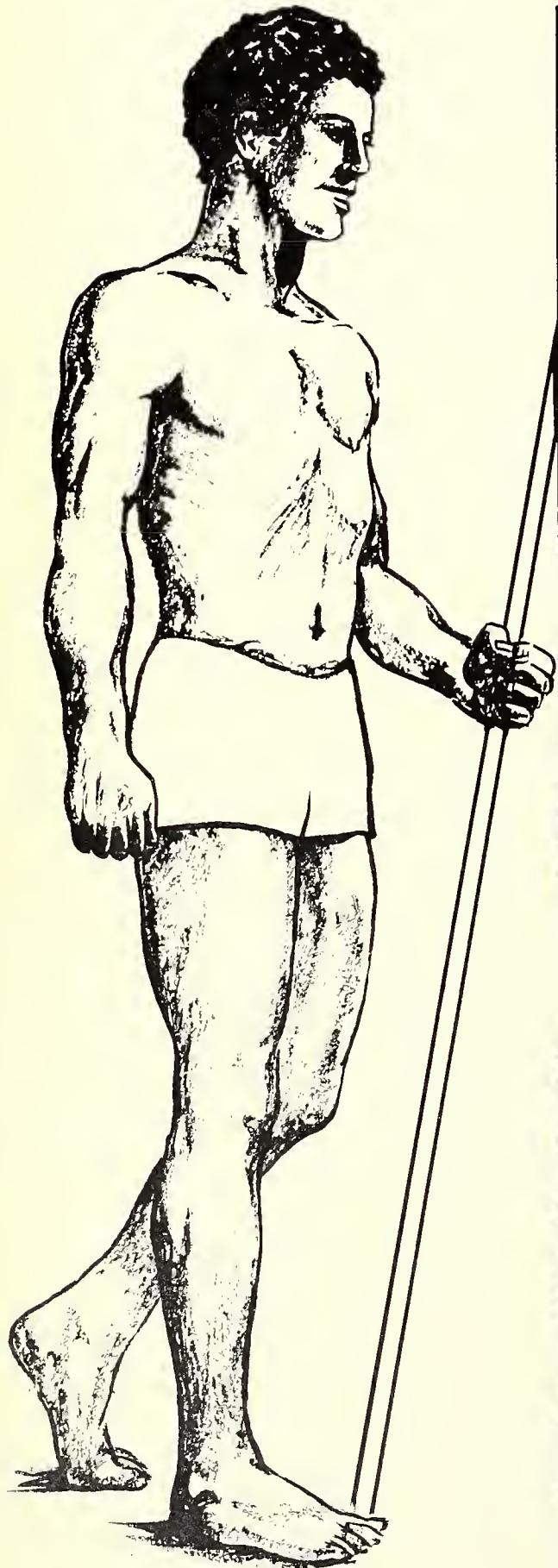
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KOTEX			
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POLYCOLOUR POLYTINT POLY BLONDE POLYFAIR	—	25p	18½p
RADOX Liquid *20% Extra Fill Pack	* 280ml	36p	27p
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SHARP Electronic Calculator EL 8016	—	25p	24p
SIGNAL Toothpaste	Large Economy	38p	33p
TEGRIN Shampoo/ Lotion	110cc	54p	44p
VASELINE Petroleum Jelly	No. 2	54p	39p
WILKINSON Bonded Blades	5	36p	28p
		54p	39p

**IT PAYS TO DISPLAY**

# Chemist & Druggist

The newsweekly for pharmacy

26 June 1976 Vol. 205 No. 5021

117th year of publication

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# Comment

## Medicinal gimmickry

For the third consecutive week we are compelled to return to the subject of proprietary medicines distribution—not this time the PAGB evidence on Part III of the Medicines Act, but a research organisation's report on the European market (p898).

The report (all \$650 worth) is comprehensive in its coverage, but its findings on medicines distribution take up some of the most extreme positions we have ever seen in an "objective" survey. Certainly it is an offensive distortion of the profession's case to say that pharmaceutical lobbies "are not so much opposed to self-medication as such but consider that the profits from such business should be the exclusive preserve of the pharmacist." Equally, to claim that "left-inclined" governments regard attempts to sell medicines direct to the public as "undermining the State health service and in some way exploiting the consumer" is to champion free enterprise beyond the realms of logic.

Such opinions one would suppose can only derive from the most embittered sources in the industry. What could be the cause of their frustration? Perhaps a clue may be found in the report's warning to American drug marketers seconded to Europe. It says: "Their native experience of OTC medicine promotion will just not be allowed in any European country, not even in the UK. For example, A. H. Robins' promotional plan for Dimacol includes such gimmicks as 2,000,000 samples (three capsules each) and 15c coupons (money-off offers) enclosed with other Robins' products, apart from newspaper advertising and POS promotions. None of this campaign, apart from the media advertising, would be permitted in any European country."

We trust the American marketers will heed the warning. The "gimmick" has no place in the promotion of medicines—particularly to the public, who are ill-equipped to judge its motive. If that were to be the prevailing attitude of the industry when given its head, we would need to look no further for justification of controls by governments—and interposition of a professional person between maker and consumer.

## NHS share

And so the trend to retail pharmacy's dependence on NHS dispensing continues. The A. C. Nielsen research organisation, reporting on the March-April period (p896), shows that for "large" independents the NHS proportion of turnover was over 60 per cent—equalling the level reached by "small" independents in the same period last year.

The figures are not directly comparable, since Nielsen have changed their "base" criteria in the meantime, but the direction is undeniable. With small independents returning 58·4 per cent NHS, the "total independents" figure must be approaching the 60 per cent level, compared with the 54·9 per cent quoted by Nielsen in 1975. Even for multiples-Co-ops the figure has risen from 44·8 per cent in 1975 to 48·1 per cent.

Our comment on last year's figures—that they make "sorry reading for those who believe the public should continue to have ready access to a 'community' pharmacist"—still holds good. Except that now there are approaching 300 fewer pharmacies!

# NHS over 60pc for large independents

National Health Service receipts represented 60·5 per cent of "large" independent chemists' total turnover in March-April, the A. C. Nielsen research organisation reports this week. This equals the previous highest NHS proportion—recorded by Nielsen for "small" independents in March-April last year, when the annual turnover dividing the two categories of business was £20,000 (1966 turnover) against the new base of £30,000 (1971 turnover).

For small independents, the 1976 March-April NHS share was 58·4 per cent, and for multiples (excluding Boots) and Co-operatives, 48·1 per cent. Small independents dispensed an average of 1,572 prescriptions in February, 1,604 in March; large independents 3,309 and 3,381, and multiples-Co-operatives 2,324 and 2,388.

Total sterling turnover for all chemists, cash and NHS, was £127,785,000, of which 13·9 per cent went to multiples - Co-ops, 57·7 per cent to large independents and 28·4 per cent to small independents.

The average weekly cash turnover per shop for all chemists (this includes drug stores) in March-April was £462 (8 per cent down on January-February). Average weekly NHS for chemists was £745 (up 6 per cent on the previous period). By size of business, the figures were:

	Cash	NHS
Multiples - Co-ops	£708	£708
Large independents	£645	£1,016
Small independents	£262	£484

Because of the new base, comparisons with the same period a year earlier are not available.

## Industry doctors 'should not seek special status'

Doctors in industry should not insist on adviser or other exceptional status but join with other scientists engaged in the development of drugs, writes Professor Franz Gross in a recent *European Journal of Clinical Pharmacology*.

"The physician in the pharmaceutical industry should no longer insist on having a special position that is not comparable to that of other scientists, such as pharmacists, pharmacologists, toxicologists, biochemists, etc, who work in the pharmaceutical industry with the same aim: to develop new drugs that have advantages over those already existing or to open new fields in therapeutics."

Instead of creating an International Federation of Associations of Pharmaceutical Physicians, it would be wiser to include all those involved in the development of pharmaceuticals in one international organisation. An association of medical graduates was a political rather than a scientific organisation, he felt.

Dr A. J. Jouhar, medical director, Bristol Laboratories, and committee member of the recently established International Federation of Associations of Pharmaceutical Physicians, writes in the June IFAPP newsletter that due consideration had been given to the question of including other professions but it was thought that "the current situation reflects current needs", as shown by the introduction into the UK of a Diploma in Pharmaceutical Medicine.

## Payment for diazepam

The Pharmaceutical Services Negotiating Committee is advising chemist contractors that because of a temporary shortage of Atensine tablets, the Department of Health has agreed that for the month of June 1976 only, where a pharmacist supplies Valium tablets 2mg or 5mg because he is unable to obtain Atensine, he will be paid for the Valium supplied providing that Form FP10 is appropriately endorsed. NHS prescriptions for diazepam tablets are currently paid for on the basis of the Atensine price.

## High Court appeal against 'striking off' lost

An appeal by a pharmacist against an order of the Statutory Committee of the Pharmaceutical Society that his name should be removed from the Register was dismissed in the High Court last week.

Mr Hugh Ronald Eyres, Sidesup, had consented to being "used as a tool" by certain doctors to defraud the National Health Service, even though not much money went into his pocket, said Mr Justice Croom-Johnson in the Queen's Bench Divisional Court.

On October 6, 1975 the Committee found Mr Eyres unfit to remain on the register following his pleading guilty at the Old Bailey in May 1975 on 21 charges arising out of his submitting "bogus" NHS prescriptions for payment. Mr Eyres, who conducted his appeal in person, was fined £1,000 and given an 18 months suspended sentence.

Giving judgment dismissing the appeal, Mr Justice Croom-Johnson, sitting with Lord Widgery (Lord Chief Justice) and Mr Justice May, said the court would not interfere with decisions of professional disciplinary bodies unless it was clear that a decision was wrong. That was not so in Mr Eyres' case.

The charges to which Mr Eyres had pleaded guilty were sample charges and arose out of Mr Eyres submitting "bogus" prescriptions to cover non-pharmaceutical products supplied free to doctors. One doctor had died before he could be prosecuted, a second was never prosecuted,

while a third was prosecuted but acquitted, said the judge.

Although Mr Eyres had repaid more than £350, no one knew the total amount of which the NHS had been defrauded. Mr Eyres had sent a 3,000-signature petition to the Pharmaceutical Society in support of his appeal, and had paid off half his fine, said the judge.

The court rejected an application by the Statutory Committee for costs against Mr Eyres. Earlier Mr Eyres had told the court that he had been a pharmacist for 25 years and it had never before been suggested he had acted improperly.

## Two-thirds women unaware of Co-op 'family care' sign

Some 65 per cent of housewives using a Co-op pharmacy in March were not aware of the "Family care and beauty" sign.

An advertisement in the latest issue of *Co-operative News* says: "You wouldn't think we'd spent a lot of money on advertising the family care and beauty sign, would you? Advertisements told millions of people they would get value for money where they saw the sign. But in a lot of stores the sign was not being effectively displayed and in some cases it just wasn't there at all."

The copy goes on to urge pharmacies to use the material during another advertising campaign from July 26-September 4: "Without your 100 per cent support in displaying the sign, future advertising for Co-op pharmacies will not be possible. So display the sign effectively, then people will know where you are! Can you afford not to?"

□ The pharmacy and optical category of Co-operative turnover increased by 7 per cent between January to April compared with the corresponding period last year, according to June *Co-operative Review*.



This rare English delft polychrome drug jar was sold at Christies', St. James's, London, saleroom last week for £1,300 (plus 10 per cent premium). Inscribed "U: RUB: DESIC" (unguentum rubrum desiccavitum; red drying ointment), and height 7in, it went to a dealer. A jar from this set was illustrated in colour in "Cherub designs on English delft apothecary ware" by Agnes Lothian, C&D, June 30, 1956, p608

# Union conflict in pharmacy?

Could there be an "interunion dispute" between the Association of Scientific, Technical and Managerial Staffs, and the Union of Shop, Distributive and Allied Workers, in the recruitment of general practice pharmacists? The possibility of such a dispute was raised last week by officers of the Joint Boots Pharmacists Association at an open meeting in London, called by the GPP section of ASTMS to explain the aims and objects of the section.

Mr S. Boney, JBPA secretary, pointed out that USDAW already represented pharmacists on the JIC and their intention to recruit in the "largest multiple" had been confirmed at the recent delegate conference. Pharmacy, said Mr Boney, could not support an interunion dispute.

Mr S. Blum, secretary of the GPP section steering committee, replied that USDAW did not have TUC recognition for the representation—in fact their move had boosted recruitment of Boots pharmacists by ASTMS. However, USDAW did have negotiating rights for Co-operative pharmacists and ASTMS was not accepting membership applications from them. He believed that eventually the two unions would have to "get round the table", with USDAW taking counter staff and ASTMS the pharmacists.

Earlier, Mr Blum had spelled out his union's potential in pharmacy, stressing that it was about the sixth largest union and sponsored 33 members of Parliament—who provided "a strong voice where decisions are taken". The union had grown by its success on behalf of members—such as the large salary increases won for hospital pharmacists and radiographers.

#### **Profession being 'steamrollered'**

Pointing out threats to pharmacists from health centres and the takeover of their work by technicians, Mr Blum said that the policies formulated by the Pharmaceutical Services Negotiating Committee and Pharmaceutical Society "fell in the corridors of Whitehall" and the profession was being steamrollered out of its livelihood. Attempts to get planned distribution of pharmacies had been thrown out; the answer, it was said, was for the public to force the Government's hand—but which way would they force it? In remuneration, white collar workers had been left behind because they had no effective representation. In all these matters ASTMS could help, Mr Blum believed.

When questions were slow to come from the two dozen pharmacists present, Mr R. Hutchinson (an ASTMS member) said there was reluctance in the profession to be associated with a union—but ASTMS was "a right-wing organisation". When this claim was challenged, Mr Blum pointed out that only a quarter of the GPP section paid the political levy and only half

Mr Anthony Flemming, MPS, Tarring Road, Worthing (right), who won first prize in the "Anadin Easter extravaganza" competition, receives his £275 cheque from Mr Tony Simmonds, International Chemical Co Ltd



the union's membership did so. The Conservative leadership had called up their supporters to join unions in order to create a balanced membership.

Asked how ASTMS would run NHS negotiations in parallel with the PSNC, Mr Blum said that once it had enough members it would seek to reorganise the existing machinery and to have the negotiations led by a trained negotiator. What would happen if ASTMS, even with full membership, found the DHSS "a brick wall"? The Department knows the strength of ASTMS and would not push it into industrial action, Mr Blum believed. In conclusion, he said that while not 100 per cent certain ASTMS could achieve everything pharmacists would want of it, he was 95 per cent sure it could do something—a unified effort was needed to preserve the profession. If the union did not come up to expectations, pharmacists could always withdraw their membership.

#### **Drug committees proposed to cut Danish expenditure**

The Danish Minister of the Interior has suggested that health authorities in the country set up drug committees as one of a series of proposals to reduce expenditure for the fiscal year 1978-79.

The proposal is that the committees—each composed of clinical physicians, some medical practitioners, a nurse and a pharmacist—should evaluate the drugs available in order to choose the cheapest generic product. The aim would then be to form a standard selection of medicaments, thus reducing the stocks held at pharmacies.

#### **New EEC Directive on radiation protection**

The EEC Council of Ministers has approved a Directive revising the base standards for the health protection of workers and the general public from the dangers caused by ionising radiation.

The scope of the Directive extends to all peaceful uses of nuclear energy—including the production of radio-active pharmaceuticals—and it requires that radiation from every source to which the general public is exposed—in particular those to which patients are subjected in the course of medical examination and treatment—should be as low as achievable.

#### **Chemist chain were 'under bomb threat'**

A "nationally known firm of chemists" were subject to an "unlawful demand" for £25,000 last year, with the threat that failure to comply would result in explosive devices being placed in one of their shops.

That is revealed in the Report of Her Majesty's Chief Inspector of Constabulary for 1975 published on Tuesday (HM Stationery Office, House of Commons Paper 482, £1.55), which cites other similar examples where "satisfactory" outcomes were also achieved. The report warns that "this kind of carefully planned and complicated crime" would become more prevalent, but specialised teams were available in each police region to deal with them.

On the theft of drugs from retail pharmacies, the report noted that every force reported such thefts, but, while some reported an increase, a larger number of forces reported a decrease in such incidences. Reviewing other drug offences it states that while misuse of licitly produced amphetamine preparations continued to decline, over 40 per cent of forces reported an increase in the use of illicit amphetamine.

#### **Fine after piece of glass found in baby food**

CPC (UK) Ltd were fined £100 and ordered to pay £10.57 costs after a woman found glass in a jar of Gerber baby food.

Bradford magistrates heard recently how she was spooning the feed into her baby's mouth when she found the glass. It was also pointed out that the company had had three convictions since January 1975 for breaches of food regulations involving babyfoods, which led the court's chairman to suggest that the company should change its packaging methods.

CPC (UK) Ltd have issued a statement saying that they do everything possible to reduce the risk of unsatisfactory products being despatched from the factory; in the event of a glass breakage, the jars involved are segregated and CPC claim to be the only UK company to use an X-ray scanning device to detect and remove any jar containing a glass particle. The company produced 60 million jars of baby food in the UK last year.

# Pharmacy's 'claim to all OTC medicines profits' criticised

Pharmacists and socialist politicians are criticised over their attitudes to proprietary medicines in a report published recently in the USA.

The 230 page report—The Proprietary Medicines Market in Europe, Frost & Sullivan Ltd, UK address 110 Strand, London WC2, \$650—analyses and forecasts the market by countries up to 1985 for different product categories. It notes that there has been a growing official antagonism to home treatments or self-medication in all the countries under review in the report.

"This has been stimulated on the one hand by the retail pharmaceutical chemist lobby who are not so much opposed to self-medication as such but consider that the profits from such business should be the exclusive preserve of the pharmacist. In France and Italy their battle to restrict the distribution of medicines to retail pharmacies has been won and any product making anything approaching a therapeutic claim is restricted to sale through the pharmacy . . . At this stage the UK, Eire and Holland probably have the freest distribution, although in all these countries the struggle is by no means over."

#### Other attack 'political'

The other attack on self-medication, the report says, is political. "Socialist or left-inclined governments become committed to the concept of state-provided health and welfare and regard attempts to sell medicaments direct to the public and especially to advertise them as undermining the state health service and in some way exploiting the consumer. Many such politicians seem to regard modern proprietary medicines in the same light as the spurious mixtures touted around by the old hucksters in the nineteenth century—or earlier."

The report later adds: "Well researched and tested home remedies coming from a well-informed, disciplined and responsible trade, channels the greater part of these minor ailments into the self-medication field and it is being increasingly realised by more enlightened and less doctrinaire politicians that without this area of health care the resources available to treat the more seriously ill would be swamped. Despite this, however, there are no signs of any relaxation of the restrictions on the distribution of medicines."

From the patient's point of view, the report suggests the question of availability is of considerable importance if he is to be able to make full use of self-medication. "A headache is a here and now situation in which relief that may be provided by a couple of aspirin tablets is wanted immediately. Someone can get to the 'corner shop' in five minutes, whereas the nearest chemist may be half-an-hour's

journey away—and then maybe not open at the time required . . . To be really effective self-medication products need to be distributed on the widest possible basis commensurate with reasonable safety." From the manufacturers' point of view that is also necessary to achieve maximum sales, make the product profitable and keep its price down.

"Ironically, in our experience, the extended distribution of medicines does not necessarily rob the chemist of his business", the document continues. "What happens is that wider availability of the product increases public awareness of it, increases overall sales and in the long run usually means that the chemists' sales also go up with the expanding market. However, it seems impossible to convince the retail pharmacy lobby of these marketing facts and in those countries where all or the majority of the therapeutically effective OTC medicines are confined to sale through pharmacies there is not the slightest sign that they will ever give up this monopolistic position."

In those countries where some latitude in distribution still exists, "the pharmacy lobby continues to fight to restrict it and gets the support of many politicians". The worry, according to the report, is that with the gradual standardisation of EEC regulations pharmacy-only distribution may eventually become the rule.

#### Viable OTC market

However, the report does conclude that in the long run there will continue to be a viable market for OTC medicines. It gives the following reasons for optimism:

- The ingenuity of manufacturers and researchers in formulating new and improved products within the law.
- The traditional desire of ordinary people to be able to buy simple remedies in which they have faith to cope with their own minor ailments.
- The economic facts of life in that to divert the whole of the self-medication market to professional channels would swamp every country's resources.

"We expect to see a great deal of innovation in the years ahead with whole new therapeutic areas being tackled by the OTC medicine manufacturers", the report continues. "Some of these products may seem foreign to our present concept of what is a home remedy. Already vitamin treatments, medicated toothpaste, health drinks and so on are on the fringe of the OTC medicines field. In most cases they are part of a diversification and development programme of companies already in the industry. They are the inevitable response of the manufacturer who finds his traditional markets threatened or declining because of government interference, particularly as regards distribu-

tion. As such products grow in importance and others come along our concept of the boundaries of this market must be widened."

Summarising the UK market, the report notes that the number of companies in the total medicines market fell from 306 in 1963 to 283 in 1968, but since then the impact of the Medicines Act 1968 has resulted in more closures and amalgamations until today there are probably no more than 208 firms in the proprietary medicines industry. Of these about 10 per cent account for 70 per cent of total sales. It describes Boots as "a force to be reckoned with in the UK proprietaries market; its policy of low prices for its own brands plus its ready-made distribution set-up makes it a formidable competitor with a substantial market share of most sectors into which it ventures." Noting that in many cases manufacturers say frankly that it would not be worth launching a new line if Boots turned it down, the report adds: "There is probably no other retailing group, even a supermarket chain, that has such a stranglehold on its suppliers."

## New EEC approach on recognition of diplomas

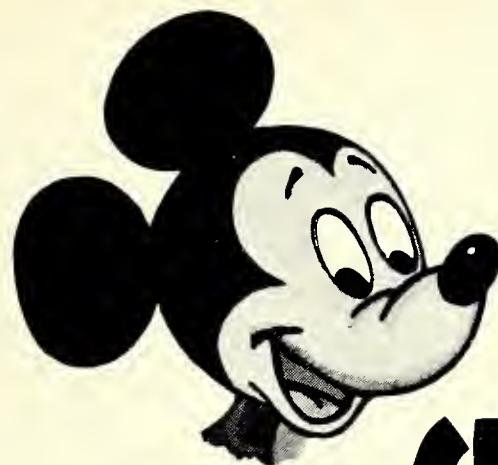
The Executive Committee of the EEC *Groupement* were due to meet this week to further discuss the mutual recognition of pharmaceutical diplomas.

The problem was discussed by the Committee last November and delegates asked to send on the views of the pharmaceutical organisations on what academic course would be suitable as the basis for mutual recognition; the *Groupement* subsequently submitted the views to the EEC Commission. Since then the Commission has responded by sending the *Groupement* a paper concerning "new orientations" contemplated by the Commission to make easier the circulation of pharmacists inside the community.

The document is understood to relate to the change in emphasis away from "the right of establishment" to the concept of "mobility of professionals"; and as such eliminates a series of difficulties arising from the earlier approach. However, it would still be necessary to have some degree of harmonisation of the spheres of activity available to pharmacists, and to gearing training to allow for engagement in all the activities. The *Groupement* would have to first come to a decision on the principles involved in this new approach; it appears that the main differences between it and the Commission relate to length of training.

## Outward processing relief

HM Customs and Excise have published a notice explaining the new outward processing relief for goods temporarily exported from the customs territory of the EEC, for processing and return in the form of compensating products wholly or partly free of duty. The notice—No. 235, "Outward Processing Relief EEC 1976"—adds that the new relief is different in several respects to that covered by Section IV of Notice No 207, the most important being that a change of form or character no longer disqualifies the goods.



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- can be continued with safety for as long as necessary—therefore should be tried first<sup>1</sup>.
- effective in 79% of migraine attacks—and preferred by 65% of ergotamine users<sup>2</sup>.

#### References

1. Practitioner (1973) 211, 357
2. Medical Digest (1972) 17, 7
3. Latest published estimates of prevalence gives an average of 17% of all men and 27% of all women

#### Formulation

**Migraleve** Pink Tablets contain buclizine, paracetamol, and codeine.

**Migraleve** Yellow Tablets contain paracetamol and codeine.



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# People



Mr Edward Brunt (right), who has worked in the dispatch department of Wilkinson and Simpson—later Unichem's Newcastle branch, for 48 years—received gifts from management and his colleagues on his retirement recently. Branch manager Mr Keith Carlisle presented Mr Brunt with a clock and Mr Ian Leckie, assistant manager (left), presented him with a tankard

**Mr A. J. Douglas, FPS**, home sales manager, Seward Pharmaceutical, East Grinstead, has been elected president of the Southern Counties Chess Union. Mr Douglas has been chairman of the Kent County Chess Association, and Southern Counties Tournament secretary, for the past five years. He is also a member of the executive committee of the British Chess Federation.

**Mr Alexander Matheson, MPS**, of Stornoway, has been adopted as prospective Labour candidate for the Western Isles constituency. Mr Matheson was formerly Provost of Stornoway and is a member of the Scottish Executive of the Pharmaceutical Society of Great Britain.

**Sir George Godber**, former chief medical officer, Department of Health, is to be the next chairman of the Health Education Council when Sir Harold Evans retires at the end of the year.

## News in brief

□ The index of retail prices for all items for May was 155·2 (January 1974 = 100), representing an increase of 1·1 per cent on April and of 15·4 per cent over the year.

□ In January 1976, chemist contractors in England and Wales dispensed a total of 25,164,923 prescriptions (15,581,565 forms) at a total cost of £35·01m. Average total cost per prescription was £1·39.

□ There was a net loss of some 19 pharmacies to the Pharmaceutical Society's Register last month; some 34 premises—four in London, 20 in the rest of England, eight in Scotland and two in Wales—closed down and 15 were newly registered including two in London, eight in the rest of England, three in Scotland and two in Wales.

# Topical reflections

BY XRAYSER

## Trade

I have always held the inspectorate of the Pharmaceutical Society in high esteem. Their task is an onerous one and, in my experience, they carry it out with a high degree of integrity and tact. Since they have been carrying out their duties for a period of about forty years, it may be supposed that they have performed to the satisfaction of those in authority, and it is natural that an existing and experienced body should be considered as suitable to carry out certain duties under Part III of the Medicines Act.

It seems that that view is not uniformly held, for the Proprietary Association of Great Britain, in its evidence to the Department of Health, has stated that the Pharmaceutical Society should not be given the sale enforcement authority in respect of the General Sale List. It said: "The role of the Pharmaceutical Society in representing the interests of a profession whose members are trading in competition with other retailers must disqualify this organisation from having an enforcement role in respect of these other traders".

It's a topsy-turvy world. One might have imagined that it was the other traders who were trading in competition with members of a profession, but that is not the view of the PAGB. If pharmacists ever had any illusions as to where they stood in relation to the industry these should, by the actions of the organisation, be for ever dispelled.

## PR campaigns help US pharmacists

The May *Journal of the Association of the American Pharmaceutical Association* advises the community pharmacist how to improve his "badly tattered image"—the result of adverse publicity over drug pricing practices.

One public relations programme, in which pharmacists stressed how they were providing an important professional service to patients, resulted in the virtual disappearance of complaints about prescription drug prices. The programme included a "flyer", distributed as a "bag stuffer", which warned about adverse reactions to drugs, asking "Does your pharmacist make sure that you are aware of possible side effects that your medication might cause?" and saying that lower cost drugs were used only when they were therapeutically equivalent to more expensive ones. A questionnaire asking for more information for the pharmacist's patient records improved communications and reminded the patient of the value of such a system.

### Remarkable results

"The results of this programme were quite remarkable", the author writes. "Within a short time patrons began to recognise that the pharmacist's services were of a professional rather than a mercantile nature."

Other public education campaigns carried out by US pharmacists and claimed as "invaluable public relations" included a physician-pharmacist-patient

guide enabling consumers to be "rational, realistic and responsible" in the use of medicines; a Christmas campaign on the danger of mixing medicines, alcohol and driving involved television interviews with pharmacists warning of the potential dangers of drug interactions when "celebrating"; Connecticut pharmacists held a "no smoking day" when they distributed "no smoking" kits and asked patrons to sign a petition of compliance; and as part of a campaign for early detection of cancer, Erie county pharmacists fixed stickers asking "Have you had your Pap test this year?" onto feminine hygiene products.

### OTC directions not understood

Directions for using OTC medicines are too difficult for a large number of people to understand, concludes a study published in the same issue. Using a readability formula which takes account of the difficulty level of individual words and of sentence length, it was found that the phrase "In case of accidental overdose, contact a physician immediately" could be read easily only by those with reading skills about twelfth grade level (about age 18), although about 12 million Americans aged 14 or over could not read as well as the average fourth grader (10-year-old). When changed to "If someone takes too much by accident, talk to a doctor right away", the phrase could be read with ease by a very large segment of the adult population.

# Trade News

## Child-resistant containers extended

Approved Prescription Services Ltd, PO box 15, Cleckheaton, West Yorks BD19 3BZ, are extending the use of child-resistant containers to adult aspirin and paracetamol tablets. Clic-loc closures are being used with new Pharmapac bottles, also made by UG Closures and Plastics Ltd and blow moulded from almost unbreakable opaque, white, high density polyethylene. Special labels are affixed describing how to use the closure. The Pharmapac bottles will accept standard R3 caps to cater for people who may require medicines in containers with conventional closures.

## Uro-cling sheath

The Uro-cling penile sheath (£0.20 trade) is made from thin, washable latex with a thicker, more rigid outlet which allows urine to flow freely into the attached drainage bag. The outflow diameter is standard, thus fitting all standard urine bags. The Uro-cling is available in five sizes, for both bedridden and ambulant patients, from D. A. Arthur Surgical Supplies Ltd, 17 Smiths Place, Leith Walk, Edinburgh EH6 8NT.

## Langdale's essence repackaged

Langdale's medicinal essence of cinnamon has been completely repackaged. The design, which is the maker's copyright, has been retained, but the original colourings of white carton and black printing have been reversed to present a striking new appeal to old and new customers. E. F. Langdale Ltd, Vulcan Way, New Addington, Croydon, Surrey CR9 0BS, say that the tablet form (which will soon be available again following supply difficulties) will continue in existing packaging for the present. Prices are unchanged.

## Hypovase additional strength

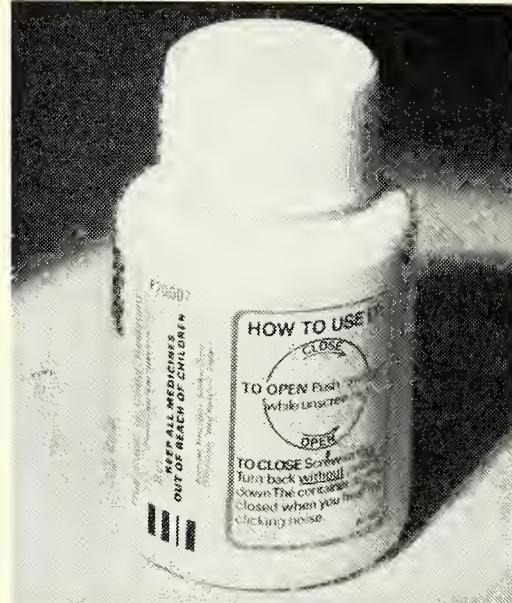
Hypovase 1mg tablets (100, £1.95 trade) will be available from Pfizer Ltd, Sandwich, Kent CT13 9NJ, from June 28. Each scored, orange tablet is marked HYP/1 and contains prazosin hydrochloride.

## Photax flashguns offer

Photax (London) Ltd, Hampden Park, Eastbourne, have introduced a new scheme to assist dealers improve both their profitability and cash flow. Under the scheme, all orders for 25 or more assorted flashguns are to be invoiced for payment at least two months later than the order, and the orders attract a single net dealer price—irrespective of quantity—of one third to one eighth less than the tax-free retail prices of the units suggested by Photax.

## Polaroid sunglass promotion

Polaroid (UK) Ltd, are giving away £25 worth of metal framed sunglasses to every stockist who participates in a local advertising promotion giving money off Polaroid sunglasses.



Polaroid (UK) Ltd, Ashley Road, St Albans, Herts say that hundreds of stockists have taken the opportunity of offering at least 50p off the sunglasses, while off-setting the costs of a double column 20cm advertisement with metal sunglasses to the value of £25.00. The sunglasses will be despatched on receipt of a copy of the advertisement, which should reach the company before July 31. Representatives are giving participating local newspapers publicity material and photographs designed to link the advertisements with editorial features and will also help stockists to place the advertisements.

## Kodacolor markings change

Small changes to the identification markings on Kodacolor II films have been made by Kodak Ltd, Station Road, Hemel Hempstead, Herts. The changes are that the green edge strip is now yellow, the "arabic 2" on 110 and 126 cartridges is now an "arabic 3", and there is a solid black dot on the 35mm cassette near the reference "Process C41". The new identification denotes improvements to the film and to assist photofinishers to recognise the material; a spokesman for Kodak told C&D that it would make no difference as far as the photographer is concerned.

□ Kodak have given advance warning that, subject to clearance from the Price Commission, they plan to raise the price of some products and services from July 14. Increased costs of imported raw materials, largely due to the falling value of sterling, are said to be the cause of the rises, which will be about 4.4 per cent and therefore below the 5 per cent ceiling for rises under the Price Check scheme. The company are writing to dealers, listing the products involved.

## Fresh and Dry on television

Throughout the summer months individual Fresh & Dry fragrances will be appearing nationally on television. Bristol-Myers Co Ltd, Stamford House, Station Road, Langley, Bucks SL3 6EB, say they are using a seven-second format, never before used in deodorant advertising, enabling them to increase frequency.

## Us campaign

A national television campaign for Us begins with a three week burst on June 28. Johnson Wax Ltd, personal care division, Frimley Green, Camberley, Surrey, say their roller, introduced in January, hit



Double packs of white, pink or yellow toilet rolls, under the brand name Clan, are being introduced by Lilia-White (Sales) Ltd, Charford Mills, Birmingham 8. The product is aimed at the economy sector of the market (18, £1.98 trade)

its six-month's sales target within eleven weeks, and will be featuring with aerosols for the first time.

## Flexible Anthisan sticker

May & Baker Ltd, Dagenham, Essex RM10 7XS, say their display sticker for Anthisan will "go anywhere". The pvc sticker, 4 in × 3½ in, has a flexible arm with a small adhesive disc and can be twisted to face the customer.

## Pre-priced Kotex

Trial packs of ten Kotex Simplicity (£0.24) or Simplicity Sylphs (£0.21) are being distributed this summer, by Kimberly-Clark Ltd, Larkfield, Maidstone, Kent. This follows a similar promotion for Simplicity last year, and Kimberly-Clark claim brand leadership in the press-on market sector, just over two years from the Simplicity launch.

## Tiffany orders

Orders for Tiffany Cosmetics Ltd (last week, p878) should have been sent to 189 Wokingham Road, Reading, Berks, from June 14 not July 14 [corrected note].

## Optrex on Wimbledon centre court

The St John Ambulance Association and Brigade have asked Optrex Ltd, Wadsworth Road, Perivale, Middlesex, to supply their products for use at Wimbledon first aid posts during the Championships meeting. Optrex eye masks, eye lotion, In-Step foot deodorant and Optone eye drops are being provided free.

## Miss Bardot promotes

Brigitte Bardot will be introducing Goya's new fragrance for men, Zendiq, to national television audiences, from October 4 to Christmas eve. Cologne, aftershave, talc and soap-on-a-rope are being launched, on an agency basis, to selected outlets, and BB who has not made commercials since her screen retirement in 1973, will also be seen on promotional material for the new range, from Goya International Ltd, Badminton Court, Amersham, Bucks.

## Yardley palettes for summer

For the holiday season Yardley are offering multicolour palette compacts of eyeshadows (£1.28), with mirrored lid and foam-tipped applicator. Shade combinations of grey, blue, lilac and mauve or jade and lime greens with brown and apricot are available from July, while

stocks last, and Yardley believe "most women will probably want both". Shades are softly pearlised, and the brown/green collection is said to double as a blusher compact.

Also from July, Yardley of London Ltd, 33 Old Bond Street, London W1X 4AP are adding deep shades, naughty navy and marooned, and "delicate" pinkie to their pearly powder eyeshadow range (£0.54), which now includes 12 colours.

#### Improved nail polish

Cutex strongnail with nylon, in eight shades (14cc, £0.55) and colourless, natural and supershine topcoat (11cc, £0.50) are being marketed on silver, burgundy and black cards. A display unit has been designed in these colours to hold 12 shades and 12 non-shaded strongnail bottles. Shades available in the new formula are marble, opal, bronze, amethyst, sand, diamond, garnet and ruby, and Chesebrough-Pond's Ltd, Victoria Road, London NW10 6NA, are supporting the launch with full and half page advertisements in *Woman*, *Woman's Realm*, *Woman's Weekly*, *She*, *Cosmopolitan*, *Over 21*, *19* and *Vogue*.

#### Freezone advertised nationally

The advantages of liquid corn remover versus plasters and pads are stressed by advertisements for Freezone, from International Chemical Company Ltd, 11 Chenies Street, London WC1E 7ET. The national Press is carrying regular advertisements until September, and there are "extra-weight" campaigns in Halifax and Ulster. A new display outer has also been introduced.

#### Sangers July promotions

During July and August Alberto Balsam shampoo and conditioner, Alberto VO5 pH shampoo and Get Set hairspray, are being offered at discount by Sangers Ltd, Cinema House, 225 Oxford Street, London.

Apocaire promotions for next month are Airball, complete and refill, Arrid aerosol 25 per cent extra-fill packs and roll-on, Atlas Magicubes, Complan, Imperial Leather soap, Farley's rusks, Kleenex soft white, bright and beautiful tissues, Kotex 1 and 2, Palmolive rapid shave, shaving cream, and lather/brushless, Polycolor, Polytint, Polyblonde, Polyfair, Radox, Sharp Electronic calculator EL 8016, Signal, Tegrin, Vaseline petroleum jelly, and Wilkinson bonded blades.

#### Promotions from Numark

Promotions from Numark, running from June 28-July 10 will include Bristows shampoo, Harmony hair spray, Brut 33 Ultra Dry and deodorant sprays, Gillette platinum and super silver stainless steel blades, Kotex New Freedom towels and briefs, and Efferdent denture cleanser. Details from Independent Chemists Marketing Ltd, 51 Boreham Road, Warminster, Wilts.

#### Vestric national promotions

The following are available from Vestric at special discounts during July: Nice-N-Easy; Vaseline petroleum jelly; Sensodyne gentle, plaque remover and junior plaque remover toothbrush; Libresse (4p off, 8p off flash packs); Cream Silk conditioner; Stowaway fragrances; Phenac tablets;



Andrews liver salts; Radox liquid; Kotex New Freedom and New Freedom briefs; Kleenex Boutique; Get Set hairspray; Two-in-one Quickset; Brut 33 antiperspirant and Brut 33 deodorant; Immac hair remover cream; Macleans toothpaste; Vosene shampoo; All Fresh clean-up squares; Elastoplast Airstrip dressing, finger dressing and fabric dressing; Propa PH lotion; Oralcer mouth ulcer pellets; Wella setting lotion; Body-N-Bounce.

Philips flash products are featured in the flashpack offer available from July 1 to August 13. The pack contains 12 packets of 3 PFC4 flashcubes, 16 packets of 3 Magicubes, 2 packets of 10 AG3B flashbulbs and 1 packet of 10 PF1B flashbulbs. The products are presented in two free airtight polythene storage containers and each pack will contain a wall-chart flash guide for in-shop use. The company is also offering discounts on all Flashpack orders: 10 per cent off 1 to 3 packs, 12 per cent off 4 to 6 packs, and 15 per cent off 7 to 9 packs. Further details from Vestric branches and representatives.

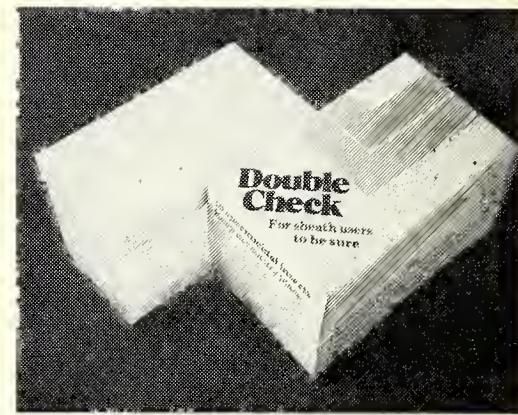
#### Unichem members only offer

Unichem will be offering members discounts on the following from July 7-27: Wella conditioner, Astral cream, Sunsilk hairspray and shampoo, Elastoplast dressing strips, Dr Whites, Wilkinson Sword double-edged blades, Corimist Quickset and hairspray, Batiste creme rinse, Eno fruit salt, Body Mist, Kotex Brevia, Pure Silvikrin, Carnation corn caps, Right Guard deodorant, Right Guard antiperspirant and double protection, Eucryl smokers tooth powder, Andrews liver salt, Milk of Magnesia tablets and liquid, L'Oreal Elseve Balsam conditioner, Aspro/Rennie counter display pack, Gillette GII cartridges, and Brut 33 antiperspirant, deodorant and splash-on. From July 14-27 discount is also offered on Robinsons baby foods. Details from Unichem Ltd, Crown House, Morden, Surrey.

#### Bonus offers

Approved Prescription Services Ltd, PO box 15, Whitcliffe Road, Cleckheaton, West Yorks BD19 3BZ. Junior aspirin 24s. 72 as 60 until June 30.

# New products



#### Family planning

##### Double Check spermicide

The Family Planning Association's marketing organisation has introduced Double Check, a spermicide containing 5 per cent polyoxyethylenenonylphenol in a polyethylene base, presented as 10 vaginal inserts (£0.39). It is designed for use with the contraceptive sheath (Family Planning Sales Ltd, 28 Kenburne Road, Oxford).

#### Cosmetics and toiletries

##### Gamesman from Hai Karate

"Dynamic, modern, refined and elegant men" are the customers Uniclife have in mind for their latest Hai Karate range, Gamesman. The fragrance, described as "audacious, virile, dry and woody", is available as aftershave (70cc, £0.89; 140cc, £1.29) talc (100g, £0.65), and also a gift pack of aftershave (70cc) with talc. Television advertising worth £300,000 is running from November to Christmas, and a window display card offers further promotional support (Uniclife Ltd, Unimart House, Stonar, Sandwich, Kent).

#### Natural sponges

Natural sponges sometimes pose display and pricing problems to the retailer; to solve them Valencienne offer three packs, a toilet sponge (£0.82) a bath sponge (£2.38) and a pack of six cosmetic sponges (£0.26).

Each is packed in a plastic bag with a header card giving full instructions for the care of natural sponges (Valencienne Ltd, Valencienne House, Ellingfast Road, London E8 3PS).

#### Electrical

##### Remington brush dryer

A circular styling brush that fits straight on to a dryer handle is being introduced by Remington, in tango red. Like their other models the brushing styler (£12.95), has a swivel cord to avoid flex tangles and a silvered pack with colour illustrations. Remington say the launch is a direct result of research among Vogue set users,

# REMEMBER!



**For cough control**

**For nasal decongestion**

## **THERE'S TWO OF US.**

**REMEMBER:** Packs for counter recommendation in your general practice.

**REMEMBER:** Actifed Syrup relieves nasal congestion, dries up runny noses and avoids the need for nasal drops.

Actifed Co. Linctus controls coughs and relieves other symptoms associated with colds and flu.

Their liquid preparation means they are easily administered with dosage levels suitable for all the family.

THE WELLCOME FOUNDATION LTD, BERKHAMSTED, HERTS.



**Wellcome**

\*Trade Mark

# New products

Continued from p903



which showed the attachment they use most is the circular brush (Sperry Remington Consumer Products, Apex Tower, Malden Road, New Malden, Surrey).

## on TV next week

Ln—London; M—Midlands; Lc—Lancashire;  
Y—Yorkshire; Sc—Scotland; WW—Wales and  
West; So—South; NE—North-east; A—Anglia;  
U—Ulster; We—Westward; B—Border;  
G—Gramplan; E—Eireann; CI—Channel Island.

**Aquafresh:** So

**Body Mist:** All except E

**Bristows shampoo:** All except Ln, B, E, CI

**Cream Silk:** All areas

**Crest:** Lc, WW, A, U

**Day-long roll-on:** Ln, M, So

**Denim:** All areas

**Divi-dent:** Ln

**Euthymol original:** Ln, So

**Fresh & Dry:** All except E

**Harmony shampoo:** All areas

**Hedex:** All except NE

**J-cloths:** Ln, So, A

**Johnson's savings code:** All areas

**Kodak Instamatic cameras:** All except E

**Lucozade:** All except E

**Listerine:** Ln

**Marigold housegloves:** All except U, CI

**Mum:** All except E

**Nivea:** All areas

**Pears foam bath:** All except U, E

**Pears shampoo:** All except U, E

**Philips home trim:** Ln, M, WW, So, A

**Philips Ladyshave:** Ln, M, WW, So, A

**Philips Philishave battery shaver:** All areas

**PLJ:** All except E

**Polaroid:** All except CI

**Pond's cold cream:** Ln, So

**Radox:** All except U, E

**Scholl foot sprays:** All except U, E

**Supersoft shampoo:** All except E

**Sure:** All areas

**Us:** All areas

**Vitapointe:** M, Lc, Y, NE

**Wizard range:** M, Lc, Sc

# What's for Christmas?

by Philip Saint, managing director,  
Tiffany Cosmetics Ltd

Two main subjects must be exercising the minds of marketing men in the cosmetics sector just now. One is long range and concerns the changing pattern of distribution, the other is much closer to us in time—the preparation of the products for Christmas sale.

Christmas 1975 was one to remember by many cosmetics manufacturers—and chemists—as little more than a three-day event in which it was physically impossible to move all the merchandise through in a hectic eleventh hour. Moreover, the consumer was more concerned to spend her available funds on more durable items.

So January saw a stock mountain in many outlets. Subsequent seasonal "sale" reductions failed to liquidate it all and restocking on regular lines was therefore delayed. Toiletries are to a large degree essential and sold in volume, but cosmetics experienced a very quiet New Year, according to candid comments from many companies. Lessons must have been learned and Christmas 1976 will be viewed with great caution. Here, I suggest, are some pertinent questions:

*Does the consumer want elaborate and luxurious gift packaging and the resultant box charge?*

Some people might, but they are very much in a minority. Most would surely settle for simple but pretty gift presentations at little or no extra cost.

*Does the consumer want to select from every product combination or will she settle for an adequate but modest choice?*

I believe that she will be the latter. After all, she not only has less uncommitted money as the nation struggles to defeat inflation, she also has less time.

*Does the average consumer necessarily want a multi-product gift set?*

This may have been her choice in the past, but times are hard and priorities change. The extravagant buyer of the three-or four-piece set now looks for the two-piece. More importantly, perhaps, many of those two-piece buyers who have historically accounted for so many of the sales now look to single-item packs. Manufacturers must respond to this—the signs are there with ever increasing clarity.

## Five policy points

As a company, we will be putting our money for seasonal volume on five points of policy: A group of products chosen from the range for maximum popularity; simple but practical and compact gift set presentation with attractive and elegant pack design; a short range of gift sets, but sufficient to offer a reasonable choice while avoiding all unnecessary duplication; a simple but attractive trimming to convert regular single packs to gift

presentation packs; box charges to be measured in pence and held to a realistic minimum and to be avoided entirely wherever possible.

The consumer goods market, especially packaged foods, has seen many distribution changes, many of which are now taken for granted. On the other hand, the cosmetics market, particularly the fragrance sector, has perhaps been better shielded from change than most.

But the signs of future change are making occasional shy appearances both at home and abroad. Different companies are reacting in different ways. One large house has announced more selective and more exclusive distribution while another talks of the need to widen its span of availability. Both policies have their merits, but with some consumers increasingly seeking wider and more convenient availability of goods, the latter pattern is likely to have the edge in practical terms.

The days of the "specialist" outlet are fast waning. We now have wine and electrical appliances in supermarkets, records in newsagents, toys in stationers, and even perfume from St Michael. Yet the chemist has been the most loyal to his trade.

In America and Europe, the drug stores (as they are misleadingly called) and the hypermarkets are slowly eating into the whole field of cosmetics. In the UK, a cut-price drug store chain obtained judicial backing to force a large fragrance house to supply.

## Companies 'terrified'

The big name companies are terrified of supermarket-style distribution and that is very understandable. They have spent £ millions on constructing an image which depends for its glitter and continuity on the style of the retail outlets giving distribution, and yet, if nobody gives an inch over a prolonged period, some may be tempted to yield to the prospect of being first—despite possible recriminations elsewhere. As has happened in other markets (wines and spirits, for example) this could be the beginning of an avalanche.

There must be a middle course which gives the advantages of wider product distribution while maintaining loyalty to traditional outlets. This has to mean a willingness to supply every chemist whose business thrives sufficiently to generate regular direct orders. It should also persuade manufacturers to look again towards the wholesaler for support of the smaller outlet.

The wholesaler cannot be expected to shoulder the frustrations of long and complex product ranges. The aim should be to define a selective product opportunity suitable for promotion, and then merchandise it vigorously to the advantage of the three participating interests—wholesalers, retailers and consumers.

Chemists do not have elastic premises: they cannot stock all that is offered to them—nor would they wish to. Consequently the manufacturer with a comprehensive but straightforward product range which avoids duplication and fringe products is most likely to succeed.

As time passes and patterns change, this may help the chemist to compete effectively in the inevitable evolution of the business. Change can and must be gentle and painless. There need be no casualties.



**Having problems  
with Hair Colourants?**

# The Problems

## Shelf Space

## Customer Advice

## Stock Control

# Elida's Answers

First, you don't have to stock hundreds of different brands – half a dozen account for 40 per cent of the turnover. And Elida is making the stocking of their complete colour range not only suddenly simple, but amazingly compact, with the specially designed shelf-sellers shown on the next page.

The new shelf-sellers are designed to help our informative packs to sell themselves. So there is less need for the time and responsibility you took in the past for customer advice.

Our smashing new shelf-sellers make stock control simple too. A missing shade is instantly noticeable. And shade-numbering makes stockroom work quick and easy.

**Now turn over  
and see what's in it for you!**



### LIGHT WARM BROWN

## Melody

### REAL BROWNS

Specially formulated to make your natural brown hair more beautiful and to restore dull, greying or lightened hair to beautiful natural browns.

### SEMI-PERMANENT

Lasts through eight shampoos or so, washing out a little each time; your next Melody will be as simple to apply as this one.

For advice on any aspect...

[www.elida.com](http://www.elida.com)



### LIGHT ASH BROWN

## Melody

### REAL BROWNS

Specially formulated to make your natural brown hair more beautiful and to restore dull, greying or lightened hair to beautiful natural browns.

### SEMI-PERMANENT

Lasts through eight shampoos or so, washing out a little each time; your next Melody will be as simple to apply as this one.

For advice on any aspect...

[www.elida.com](http://www.elida.com)



### LIGHT BROWN

## Melody

### REAL BROWNS

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### SEMI-PERMANENT

Lasts through eight shampoos or so, washing out a little each time; your next Melody will be as simple to apply as this one.

For advice on any aspect...

[www.elida.com](http://www.elida.com)



### NATURAL BROWN

## Melody

### REAL BROWNS

Specially formulated to make your natural brown hair more beautiful and to restore dull, greying or lightened hair to beautiful natural browns.

### SEMI-PERMANENT

Lasts through eight shampoos or so, washing out a little each time; your next Melody will be as simple to apply as this one.

For advice on any aspect...

[www.elida.com](http://www.elida.com)



### MEDIUM BROWN

## Melody

### REAL BROWNS

Specially formulated to make your natural brown hair more beautiful and to restore dull, greying or lightened hair to beautiful natural browns.

### SEMI-PERMANENT

Lasts through eight shampoos or so, washing out a little each time; your next Melody will be as simple to apply as this one.

For advice on any aspect...

[www.elida.com](http://www.elida.com)



### COOL MID-BROWN

## Melody

### REAL BROWNS

Specially formulated to make your natural brown hair more beautiful and to restore dull, greying or lightened hair to beautiful natural browns.

### SEMI-PERMANENT

Lasts through eight shampoos or so, washing out a little each time; your next Melody will be as simple to apply as this one.

For advice on any aspect...

[www.elida.com](http://www.elida.com)



### DARK WARM BROWN

## Melody

### REAL BROWNS

Specially formulated to make your natural brown hair more beautiful and to restore dull, greying or lightened hair to beautiful natural browns.

### SEMI-PERMANENT

Lasts through eight shampoos or so, washing out a little each time; your next Melody will be as simple to apply as this one.

For advice on any aspect...

[www.elida.com](http://www.elida.com)



### DARK BROWN

## Melody

### REAL BROWNS

Specially formulated to make your natural brown hair more beautiful and to restore dull, greying or lightened hair to beautiful natural browns.

### SEMI-PERMANENT

Lasts through eight shampoos or so, washing out a little each time; your next Melody will be as simple to apply as this one.

For advice on any aspect...

[www.elida.com](http://www.elida.com)



### RICH DARK BROWN

## Melody

### REAL BROWNS

Specially formulated to make your natural brown hair more beautiful and to restore dull, greying or lightened hair to beautiful natural browns.

### SEMI-PERMANENT

Lasts through eight shampoos or so, washing out a little each time; your next Melody will be as simple to apply as this one.

For advice on any aspect...

[www.elida.com](http://www.elida.com)

# Melody real browns

by Elida

Natural colour for dull, greying or lightened hair.

**MELODY**—covers grey or faded hair, back to the natural shade. 9 shades.

# wood nymph

by Elida

Natural hair lightener and toner



Start and Lighten  
Wood Nymph promises you naturally-looking fairer hair in beautiful soft condition. Each of the four blonde shades contains a neutralising toner which prevents "brassiness" and ensures you're really natural blonde look.

You've already  
lightened your hair?

No problem. Wood Nymph's long life toners will give you fairer and even blonde hair. Our clever applicator makes retouching simple.

Which shade?

Your Wood natural Nymph colour shade	Your blonde natural Nymph shade will be
Oat	Pale Honey Blonde
Fair to Dark Blonde	Pale Silver Blonde
Birch	Pale Ash Blonde
Tawny	Soft Beige Blonde
Ost	Soft Honey Blonde
Light Brown	Soft Silvery Blonde
Birch	Soft Ash Blonde
To Mid- Brown	Soft Beige Blonde
Ash	Soft Golden Blonde

ORIGINAL COLOUR

OAT

ASH

OR

Not all lighteners  
are created equal.  
Wood Nymph promises  
you stay blonde. If fine  
hair is your problem, this  
month's regrowth  
masking tool is  
the answer. It's  
clean and easy.

You've already  
lightened your hair?

Good news. Wood Nymph's long  
life toners will give you even  
blonder hair. And our clever  
applicator makes retouching simple.

Which shade?

Your Wood natural Nymph colour shade	Your blonde natural Nymph shade will be
Oat	Pale Honey Blonde
Fair to Dark Blonde	Pale Silver Blonde
Birch	Pale Ash Blonde
Tawny	Soft Beige Blonde
Ost	Soft Honey Blonde
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Birch	Soft Ash Blonde
To Mid- Brown	Soft Beige Blonde
Ash	Soft Golden Blonde

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masking tool is  
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Fair to Dark Blonde	Pale Silver Blonde
Birch	Pale Ash Blonde
Tawny	Soft Beige Blonde
Ost	Soft Honey Blonde
Light Brown	Soft Silvery Blonde
Birch	Soft Ash Blonde
To Mid- Brown	Soft Beige Blonde
Ash	Soft Golden Blonde

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(b) on eyebrows or eyelashes  
(c) during the week before permanent waves

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to the skin. Do not use on  
broken skin or on sensitive  
areas and should be used only  
in accordance with expert  
advice.

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for light blonde  
to dark blonde hair

Harmony by Elida

2 honey blonde  
for light blonde  
to 'mousey' hair

Harmony by Elida

3 honey hazel  
for light blonde  
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Harmony by Elida



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# Mrs Rawlings: first lady

## on the Welsh Executive

How does one person run a pharmacy, bring up a family of three children, be a company director and sit on half a dozen pharmaceutical committees—all at the same time? Ask Mrs Marion Rawlings, who owns a business in Cardiff, sits on the board of Unichem Ltd and is the only woman on the first Welsh Executive.

From the time she qualified, with "a baby under one arm and my forensic book in the other hand", she seems to have revelled in doing several things at once. "Being a pharmacist has enabled me to get the best of two worlds," she explains, "because I could marry and bring up a family at the same time as practising a profession."

She originally wanted to be a doctor but was unable to get into medical school because of the tremendous demand for places. Instead she did a BPharm degree at the Welsh School of Pharmacy, Cardiff, in two years and in the third year studied for her Associateship of the Royal Institute of Chemistry. She worked as an analyst for Monsanto Chemicals in North Wales and then Glaxo Laboratories Ltd in Middlesex where she met the man she married in 1950.

### 'Grass roots' pharmacist

When her first son was 16 months old, in 1952, she registered with the Pharmaceutical Society and "did locums". In 1954 her second son was born and three years later she bought a pharmacy on the outskirts of Cardiff. She has run the business single-handed ever since, which is why she describes herself as the most "grass roots pharmacist" on Unichem's board. She employs a locum when she has to visit London for board meetings and she has a "very co-operative mother" living nearby who enabled her to combine professional life with bringing up a family.

"One of the reasons I bought my own business was to enable my children to do what they wanted to do—they were never held back by lack of finance." And to prove it, both boys got first class degrees in law from Oxford University, one of them being the best law student in his year. Her sixteen-year-old daughter is still at school and also talks about studying law at Oxford.

The day before the lease ran out on her first pharmacy in 1970, Mrs Rawlings transferred the business down the road to a new shopping precinct in Llandaff High Street: "We were the first people in the precinct and on the day we moved we had no water, no electricity, no telephone and a six foot trench outside the shop with a plank for customers to walk across."

As is to be expected, Mrs Rawlings is completely sold on the concept of Unichem and has been a member ever since

she started in business, having bought her first pharmacy from someone who was also keen on the idea. "It's a co-operative," she explains. "You feel that you're putting your efforts into something that helps others as well as yourself. It is an organisation for pharmacists and run by them. It requires a certain amount of discipline to use properly—keeping up with the promotions and so on—but you don't get anything for nothing. You have to make a commitment and stick to it. Of course, I use other wholesalers, it isn't possible to run a business with only one."

She became more involved "when Unichem really took off" in the early seventies, particularly when the Welsh depot opened in 1974, and she was asked to join the regional committee. These committee meetings, attended by the directors, act as a sounding board for ideas from local Unichem members. "To my amazement, about three months after I joined the committee, Mr Dodd and Mr Reid, who was then chairman, asked me if I'd like to join the board." This was in January 1975, the same week she and her husband celebrated their silver wedding anniversary by going back to the hotel where they spent their honeymoon and toasting each other in Champagne. "What a fabulous week it was," she exclaims, "I thought to myself, that's the week of the year, there can't possibly be one better."

It is the feeling of being part of an ongoing, progressive organisation she enjoys most in her work with Unichem: "I like to assess the position, to look it over and think, 'Why don't we do that, I wonder what would happen if we did so and so?' It's the same in the shop, I'm always moving things round, I don't like to be static. It's like travelling up a road—there's always a corner just up there that I want to go round."

### Conflict between work and family

But how much conflict was there between work and family? "There's always a conflict, even now," she explains. "Although I can't leave work alone and domesticity is not for me, if I'd been faced with the choice of going out to work and staying home to look after the family I'd have done the latter. But I was fortunate to have the backing of my family—my husband supported me one hundred per cent, not only with the washing up, but in his general attitude, and my mother enabled me to work as much as I could. Going on holiday was like organising an army expedition. We had to co-ordinate the children's school holidays with my husband's time off (he is a power engineer with the Central Electricity Generating Board), plus getting a locum and avoiding the shop staff's vacations."



"But in spite of the difficulties, I feel that if you undertake the responsibility of a qualification you undertake the responsibility to use it."

What about attitudes to women in the boardroom? "If you are the only woman with a lot of men they probably expect more of you, but I am accustomed to it because in my last year at college I was the only female in the class. Also, I have spent nearly all my life working mainly with men and am often the only woman in my local committee activities. In a sense, being the only female on the board makes it easier because it is more impersonal. When I am presented with a problem I make my assessment in isolation, from a female point of view. I find this slightly easier to do in isolation as it tends to make one's views sound individualistic whereas in fact you have said what most women would have said given the same problem."

As a member of the Welsh Executive she is prepared to put in a considerable amount of time and effort to further the cause of pharmacists generally. "I wouldn't like to specify any particular area," she says, adding by way of a gross understatement: "I think I am reasonably hardworking."

### Committee work

Mrs Rawlings is secretary of South Glamorgan Area Chemist Contractors Committee, member of South Glamorgan Family Practitioner Committee and its Pharmaceutical Services Committee. She is the area representative on the Welsh Central Pharmaceutical Committee, vice-chairman of South Glamorgan APC and on the committees of the Cardiff Branches of the Pharmaceutical Society and the National Pharmaceutical Union. She was a co-founder of the Cardiff Branch, National Association of Women Pharmacists, and has served on the Association's national executive.

Her hobbies she lists as "husband, three children and a Siamese cat, mainly in that order!". Given more time, she would like to involve herself in conservation and she is also very concerned about the welfare of animals. So who knows—with the same organisation she has applied to the rest of her life, it would be no surprise if she managed eventually to devote an hour here and there to digging the canals and restoring the hedgerows she feels so strongly about.

IFPMA Assembly

# 'Britain will remain a good base for the drug industry'

"Britain today offers exceptional opportunities for investment in pharmaceutical research and development and I am determined to keep it that way", said Mr David Ennals, Secretary for Social Services, in opening the eighth assembly of the International Federation of Pharmaceutical Manufacturers Associations (IFPMA) in London last week.

But Mr Ennals warned the delegates that "the clock cannot be put back" on government and public interest in the industry's activities. In a changing world, governments and industry had to ensure that it changed for the better—to find the best way of combining a healthy and growing industry with economic and social responsibility. "In the long run, the industry needs to satisfy public opinion. This is much more in the interests of the industry than making a quick buck today."

Directly or indirectly, public agencies were becoming if not the industry's main customers, at least its ultimate paymasters, said Mr Ennals. An increasing number of governments were thus expecting to be satisfied that marketed drugs are effective and safe in use, that the industry does nothing to mislead doctors about what they should be prescribing, that products are of good and consistent quality, that prices are fair, and that the costs underlying the prices—particularly those for sales promotion—are necessary costs.

The problem is how best to reconcile the legitimate concerns of the industry and the public, Mr Ennals went on, assuring the industry that governments did not want to employ vast bureaucratic inspectorates or establish clumsy regulatory agencies if cheaper ways could be found.

Mr Ennals concluded that he had been encouraged by the fact that Merck Sharp & Dohme were to invest some £15m in Britain, using it as a base for a greatly expanded export effort. This showed, he said, that Britain dealt reasonably and fairly with the pharmaceutical industry.

□ The bulk of the £15m MSD investment will be located at the company's chemical plant at Enfield, with a smaller amount invested at the new Cramlington site in Northumberland. The construction project will take a minimum of 2½ years. MSD have just opened a £24m plant in the Republic of Ireland (last week, p888).

## Tropical disease research

A proposal that IFPMA should examine the problems associated with research into drugs for the control of parasitic and tropical diseases, came from Dr V. Fattoruso, director of the division of prophylactic, diagnostic and therapeutic substances, World Health Organisation. "We hear," he said, "that the pharmaceutical industry has gradually been with-



Mr David Ennals (left) with Mr F. B. Whitlock, IFPMA president

drawing from the development of drugs for tropical diseases." If true—later speakers denied that it was—WHO would like to be informed of the reasons so that measures to reverse it could be proposed.

Dr Fattoruso also drew attention to the fact that the fruits of recent progress against disease were enjoyed by a relatively small portion of the world's population. The WHO director-general had pointed out to the last World Health Assembly that few society's could afford the luxury of applying indiscriminately the total range of health technology. For drugs, the goal might be to ensure the availability of essential drugs to all who needed them—the connotation of "essential" varying from country to country—but to attain the goal it might be necessary for some countries to control production or importation, even if that entailed limiting the free choice of drugs by individual practitioners.

## Governments must intervene

"Although we should not underestimate the importance of self-policing within the industry, this cannot be considered adequate since it is inadmissible that a drug manufacturer should himself be the controller of his products", stated Mr H. Nargeolet, director of the central pharmacy and medicines service of the French Health Ministry. His paper defended the need for government intervention in the development of drugs and continued surveillance during a drug's use, but the speaker expressed some concern about extension of the intervention into the economic domain.

Since costs of pharmaceutical products were borne by schemes more or less closely linked with public finances, it was a natural wish of the responsible authorities to limit expenditure and to be sure

that utilisation of a given drug corresponds to a medical need. "All the same it would not be right for the reduction of health insurances costs to be effected, as has been the case, almost entirely at the expense of the pharmaceutical sector, which is the most vulnerable in this respect. To moderate the inevitable growth in the costs of illness, an attempt should be made to find a global solution covering all medical, pharmaceutical and hospital expenses."

A relatively new element motivating government intervention in countries with advanced economies was the growth of "consumerism". As standards of living rose, consumers became increasingly critical and developed a need to be "safeguarded". The public would no longer accept the idea of a therapeutic risk.

In general, Mr Nargeolet found government intervention to be justified. "None-theless, it is highly desirable that controls should not be employed to ends which bear no relation, direct or indirect to the safeguarding of health." Administrative requirements should be limited to what is necessary in the public interest and should not unreasonably delay the supply to doctors of a drug intended for patients hitherto incurable or with conditions difficult to alleviate. "The public authorities might concentrate on ascertaining whether the potential benefits of a new product outweigh the risks it involves."

## Time to get on with the job

"One might reasonably have hoped that, having subjected the industry over some five years to such a comprehensive regimen of control procedures, the UK Government would have been satisfied that public health had been adequately safeguarded," said Dr Gordon Hobday, chairman of The Boots Co Ltd, in a paper which reviewed government intervention dating back to the Middle Ages.

He went on: "Industry felt with some justification that having complied with these controls at very considerable cost it could now look forward with some relief to a prolonged period of relative freedom from government intervention and could devote its energies to its proper function, the production of medicines. Unfortunately it seems that illness—a highly emotive subject—is too valuable a political objective to be ignored and we read of plans for even greater interference in the affairs of the pharmaceutical industry."

As evidence, Dr Hobday cited the Labour Party report "Public control of the pharmaceutical industry", drawing parallels with Swedish State involvement in the industry, French Economics Ministry cuts in drug prices, moves in several countries towards limitation of approved medicines, to encourage generic prescribing and devalue trade marks, and to restrict advertising and promotion.

But looking to the future relationships, Dr Hobday argued that governments may properly require that the industry should act responsibly and with due regard to the needs of society, that it should not profit to excess or abuse monopoly positions, and that assessable financial gain should not always govern the direction of its research—that the discovery of medicines to combat the diseases which

*Continued on p912*

IFPMA Assembly (continued from p911)

# Pharmacist drug - substitution unacceptable to doctors

"The prospect of delegating the choice of drug product to someone I may not know is unappealing, and the possibility that whether or not I'm sued depends upon this same unknown person is even less attractive." That case against substitution by pharmacists of "equivalent" drug products was made by Dr James Price, past-president of the American Academy of Family Physicians, in the IFPMA assembly session on "Government and industry".

Dr Price said the traditional doctor-patient-drugmaker relationship was being immeasurably complicated by government control, regulation and surveillance. Two pieces of legislation in the USA—the Bennett amendment to the Social Security Act and the Health Planning Act 1974—had the potential for creating a "copy-book" type of health care, ranging in effect from defining laboratory procedures to be ordered, medications to be administered, and length of patient stay in hospital to the placement and function of health facilities with a given area.

"The Secretary of the US Department of Health, Education and Welfare (HEW) announced in 1973 that prescription drugs in Federally-aided health programmes would henceforth be limited to the lowest cost at which a particular drug is generally available. This committed HEW to determining which drug would be subject to the 'maximum allowance cost' or MAC formula and to determining which drugs, which were available from more than one source, were biologically equivalent and hence could be interchanged. Because of these very complex commitments, the MAC programme—if it ever becomes a reality—may apply to an almost negligible number of drugs for some time." Dr Price predicted, however, that such a system might become reality in any US National Health Insurance scheme and might be seen as a model by some private health insurers faced with rising costs.

## Legal trends

State governments were also becoming more involved in health-related legislation and there was an increasing trend towards repealing laws which forbid substitution, said Dr Price.

"The motive is again to save money, and advocates of this change maintain that if pharmacists were allowed to substitute different and cheaper drug products which are 'generically equivalent' for the one prescribed by the physician, the patient will save money without taking significant risk." But, the speaker asked, "should an adverse reaction occur after the pharmacist has, unbeknownst to me, made a substitution for a prescription of mine, who is legally liable? If I fail to indicate that substitution cannot be done,

and the adverse reaction occurs after it has been done, the same question is asked." He pointed out that the Office of Technology Assessment had concluded that "current standards and regulatory practices do not insure bioequivalence for drug products."

Another manifestation of price control was demonstrated in 1975 by MediCal, the California health assistance programme, which inaugurated a "volume purchase plan" under which the State would purchase all the drugs needed for its MediCal patients. "This would be done by inviting competitive bids for whatever was needed. The purchased drugs would then be warehoused at State expense and distributed to retailers. They would be kept separate in the pharmacist's inventory and dispensed separately with the pharmacist being paid a professional fee for each filled prescription.

"Several problems have arisen in the implementation of this programme. First, the State has been unable to get a single major wholesaler to participate because they were dissatisfied with their proposed

## Industry and government

*Continued from p911*

cause widespread suffering in the poorer countries, but are unimportant in the richer ones, would be accepted as part of the industry's responsibilities.

In return, the industry could fairly require of government the removal of uncertainty and the constant threats of more and more interference. "It resents being made a political scapegoat. It has a proud record of achievement and a continuing job to do."

Controls and trials should not be prolonged without a pressing reason since a large number of trials must never be considered as a proper substitute for well-conducted controlled trials yielding statistically significant results. "It is also important not to suppress all the manufacturers' initiative and sense of responsibility, which might give him a false sense of security. This risk is not a negligible one."

The speaker added that the spirit of competition animating research teams must be preserved—and it could only thrive and develop under free enterprise conditions. The desire to achieve a fair profit had many times been the motive force of progress, and remuneration commensurate with the work achieved and the risks entailed was indispensable if the pharmaceutical research effort was to be sustained.

However, free enterprise was not opposed to the establishment of contractual relationships between the industry

compensation. Pharmacists are reluctantly going along with the programme in order not to be shut out of the MediCal programme entirely. Other problems exist, not the least of which is the suspicion that administrative costs will outstrip any projected savings.

"In common with MAC and pharmacist-determined substitution, the effects on the prescriber and the patient are the limitation of products available for treatment of MediCal patients, and the double standard of care springing from such limitation. Peculiar to the California programme is the possibility that a manufacturer might be forced to recoup in other States the losses incurred by the drugs sold in California. The inequity of such a hidden subsidisation is clear."

"The contribution of the regulatory authority is as much, if not more, one of education to industry, the profession and the public as one of a policing function", claimed Professor H. W. Snyman, chairman of the South African Drugs Control Council.

How often were adverse reactions perhaps due to inept prescribing by doctors, the speaker asked, linking the educational need with "the sensitive area of advertising". "Accepting it as a right, advertising should be based on the approved folder and, when directed to the professions, inform in precise scientific terms. With regard to over-the-counter remedies, care is exercised to prevent extravagant or unwarranted claims which may mislead the avid and gullible sections of the public—and that unfortunately does exist", Professor Snyman maintained.

and State. "In this connection the authorisation to market a pharmaceutical preparation granted by the authorities in the interests of the patients should place the manufacturer under an obligation to keep the preparation on the market for a certain length of time on the understanding that the State maintains a fair selling price and adjusts it if necessary.

"It is therefore necessary to avoid slowing down the development of industry and trade by restrictions and administrative measures which are not strictly essential. Likewise, in order to foster progress in the medical and pharmaceutical field, an atmosphere of confidence and co-operation between the industry and the state must be maintained."

## Cut-back denied

Cut-back in tropical disease research was denied by contributors to the discussion, and a German delegate said that 10-15 per cent of major companies' research budget went into the area. This represented a substantial proportion in view of the return expected, though it was small in relation to the health needs of the countries concerned. Another delegate pointed out that once a safe and effective drug had been found, the maker had to depend upon the health authorities' willingness to buy it and use it on a wide scale. In the developing world, patents were "loosely managed" or did not exist and an inventor could find the benefits of his effort going to another party who had not borne the research costs. He added that drugs were only one factor in tropical diseases—sanitary measures and

sector control were equally important. The speaker was encouraged by the WHO call for a task force and industry would live up to its responsibilities so long as it was not over-hindered by "ideology". A later speaker asked if WHO was prepared to help industry sell tropical medicines—"We have spent a lot on free samples and can't sell even one gram".

Commenting on Dr Hobday's paper, a Swedish delegate referred to his government's committee which was investigating how research and marketing co-operation between companies might be increased. After four meetings it had been shown that there was little room for such cooperation—because there was little duplication of research. When he added that the Swedish cartel control office had moved in to make a second body (in addition to the State-owned pharmacy company) controlling drug prices, Mr Nargeolet said that in France, three Ministers were now involved. Mr Nargeolet was impressed by the British system of profit control and believed it could provide a reasonable solution for Europe as a whole.

#### Cuts today, lost benefits later

Governments responsible for growing health care budgets know it is impossible to reduce hospital costs and doctors' fees without risking a corresponding drop in service—but with pharmaceuticals it is possible to cut prices because the research not done today will only fail to produce new drugs five to ten years later, with no-one noticing the difference in the meantime.

But Mr O. H. Nowotny, deputy managing director, Hoffman-La Roche, who made that assertion, believed that a truly democratic vote involving ordinary people would show the public willing to forego the smaller short-term saving for a bigger long-term benefit—provided it understood what was at stake "and the facts are not obscured by the esoteric jargon of specialists and technocrats".

Mr Nowotny went on to argue that pharmaceutical companies must write off research expenditure completely within the year they were incurred. "This is sound accounting practice, which it is extremely dangerous to disregard... This means that they have to be recovered from the sales of the products currently marketed."

"You frequently hear the argument that products which have been on the market for some considerable time and whose patents may even have expired, should be considered to have depreciated their research costs and should not continue to contribute to research anymore. Apart from the fact that it is impossible to separate the research outlays for each drug from a company's total research expenditure, this approach would necessitate either burdening fewer drugs with a higher research contribution or simply cutting research expenditure correspondingly... The soundest basis for contributions to research would probably be worldwide allotment of a company's research costs to each kilogram of active substance sold, on a basis of gross margin (ie the difference between sales revenue and direct production costs) of the various products or product groups."

# Westminster report

## Wellcome collection goes to museum's new gallery

The Science Museum has accepted the long-term loan of the Wellcome medical collection from the Wellcome Trustees.

A new gallery is being built to house the collection which will form the basis of a national collection of the history of medicine. Reserve material will be accessible for study at the Science Museum's store, Hayes, Middlesex.

Lord Donaldson of Kingsbridge, Minister for Education and Science and Minister for the Arts, told the Lords on Monday that management of the collection will be undertaken by the director of the Science Museum with the assistance of a joint committee representing the trustees and the Science Museum. The new gallery will be staffed by the Science Museum; the Wellcome Trust have offered up to £150,000 over five years for cataloguing and conservation.

The collection was assembled between 1890 and 1930 by the late Sir Henry S. Wellcome, founder and sole owner of the Wellcome Foundation Ltd and who died in 1936. The collection contains some 250,000 objects drawn from many parts of the world. The Wellcome Institute will be further developed by the Wellcome Trust as an international postgraduate centre.

## Lords accept metrification

The Weights and Measures etc (No 2) Bill was given a second reading in the House of Lords last week because of pressure on the timetable in the Commons.

The Bill is a revised version of one introduced into the Commons earlier this year and whose second reading was postponed to allow further consultations. It now requires the Secretary of State to consult with consumer organisations before

Mr Kevin Sargison, pharmacy student at Nottingham University, is the winner of the 1976 Lawrence prize presented annually by Barclay & Sons Ltd, the wholesaling division of Weston Pharmaceuticals Ltd. The prize, inaugurated in 1971, marks the association between the author D. H. Lawrence and

Haywoods Pharmaceuticals, the Nottingham-based division of Barclay & Sons Ltd. It is presented to a second year pharmacy student at Nottingham for academic merit and contribution to student affairs throughout the preceding year. Left to right: Professor James Crossland, professor of pharmacology, Nottingham University; Mr Sargison; Mr Ralph Weston, chairman of the group; Mr Paul Fearon, director, Barclay & Sons Ltd

making certain Orders and provides for the display of conversion tables to help the consumer.

The Bill has now completed its passage through the House of Lords. Mrs M. Thatcher, leader of the Opposition, and the Shadow Cabinet have tabled a motion declining to give the Bill a second reading in the Commons unless the Government provides adequate and specific information about exceptions, cut-off dates and consumer safeguards in the metrification programme.

## No second reading for prescription rights Bill

The Medical Practitioners (Restriction of Right to Prescribe) Bill, a private Member's measure sponsored by Mr Mike Thomas, failed to get a second reading in the Commons last week. The Bill, which our Parliamentary correspondent says has virtually no chance of reaching the Statute Book in the current Parliamentary session, is due to come before the House again for second reading on July 16.

□ The NHS (Vocational Training) Bill, which would require general practitioner principals in the NHS to undergo prescribed medical training, was read a second time in the House of Lords last week.

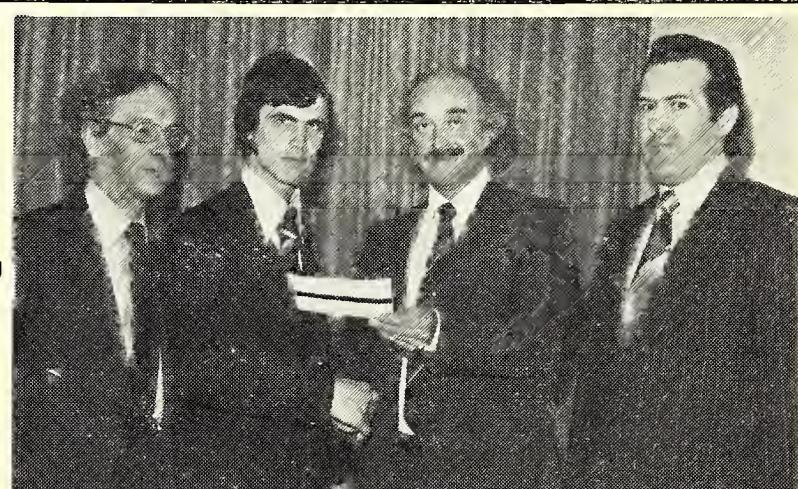
## Drug 'need' not necessary

Mr David Ennals, Secretary for Social Services, said in a written Commons answer last week, that he had no proposals for amending the Medicines Act 1968 to make it necessary for the licensing authority to be satisfied that there was a medical or economic need for a new drug. Such a scheme would involve considerable difficulties to operate.

He was replying to a question from Mr Laurie Pavitt, who had drawn his attention to a similar provision in Norway.

## Rpm consolidation Bill

The Resale Prices Bill, which would consolidate the enactments relating to resale price maintenance, was read a first time in the House of Lords last week. It was due for a second reading on Thursday but had not been published at the time C&D went to press.



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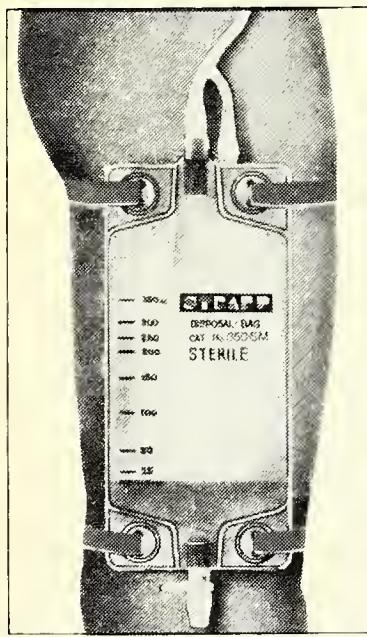


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# Company News

## Fuel distributors purchase Chemists Holdings

AAH Ltd has agreed to purchase Chemists Holdings for £4m from Fitzwilson of Dublin. To finance the acquisition, AAH is raising £2·29m by means of a rights issue of 2m ordinary 25p shares on a two-for-one basis at 115p per share.

The main activity of AAH Ltd is distribution of solid fuel through the British Fuel Co, which is basically a partnership shared with the National Coal Board. Other interests are road haulage and distribution of agricultural supplies. The main subsidiary of Chemists Holdings is Hills Pharmaceuticals, the Lancashire-based wholesalers. The group also owns Cox and Co (Photographic) Ltd, 11 pharmacies trading under the names of Hartley Chemists Ltd and Hill-Smith (Warrington) Ltd, and Hill's bronchial balsam.

## Boots to open seven large new pharmacies soon

Boots Co Ltd are planning to open seven large new pharmacies in the near future. They are at Newcastle, Bedford, Falkirk, Mansfield, Portsmouth, Horsham, and Rochdale, and major extensions will be completed in Exeter and Sutton Coldfield.

Dr G. I. Hobday, chairman, says in the company's annual report to March 31, that this year's shop development programme will be at about the same level as last year, although the total sales area gain will be a little less. Forty-one new shops were opened in 1975/76 and five large branches have opened since the report was printed. The 82 departmental stores, with sales areas over 10,000 sq ft, are growing in importance and account for a third of the total selling space of 3,700,000 sq ft.

At the end of March, Boots the Chemists Ltd had 1,273 branches, a decrease over the year of 33, but the net increase in sales area was a record 326,000 sq ft compared with 254,000 sq ft in 1974-75. Expenditure on new shops was £21·1m compared with £14·3m in the previous year. The company recently announced that counter sales had risen by 21 per cent (*C&D*, May 29, p787).

An encouraging feature of the new large branches, Dr Hobday continues, is the high volume of dispensing done by them "thus demonstrating the need for a chemist service in the main shopping centres of the country". An independent "image study" recently carried out showed an increasing number of women shopped with Boots regularly. Babyboots departments were in almost 200 larger stores.

Turning to the company's recent moves into France (last week, p888), Dr Hobday explains that, although most EEC countries do not permit dispensing from company-owned multiples, the board was



## Pfizer extend research facilities

Pfizer Ltd, have extended their main research laboratories in Sandwich, Kent. The project, costing some £2½ million, adds some 69,000sq ft to the existing main research building, and provides the opportunity to bring together most of the research staff who were widely scattered across the site.

The opening ceremony took place on June 22 and was performed by Professor Sir Arnold Burgen, director of the National Institute of Medical Research, London, and was attended by Dr Gerald Laubach, president of Pfizer Inc, New York. The ceremony was preceded by an

"unwilling to accept that there is no place for us as retailers in Europe outside the UK". Purchasing a stake in the Paris cosmetics and toiletry store, Sephora, could prove a good starting point for development in France, he adds.

Output from the UK production division at manufacturing prices was £108m, an increase of 26 per cent over last year, with most plants operating at full capacity unlike the chemical industry generally. New plant for the manufacture of the basic starting material for Brufen will come on stream in early 1977. Medicines Act licensing fees for the present year were expected to cost about £48,000.

For the future, Dr Hobday concludes that "it is perhaps possible to discern some brightening of the dark horizon". By continuing its heavy programme of capital investment, Boots would be well placed to take advantage of an expected upturn in consumer spending.

## Guinness' pharmacy side continues to prosper

Pre-tax profits of Arthur Guinness, Son & Co Ltd rose from £11m to £14·8m in the 24 weeks to March 13. In his interim statement, Mr R. A. McNeile, chairman, believes the year's figure will exceed £30m.

The company's pharmacy interests are included under "general trading" which showed a profit of £0·5m (£0·7m for the corresponding period in 1975, with figures restated to make them directly comparable with 1976). A spokesman said the pharmacy side was continuing to do very well and there had been a "marginal" increase in the number of retail outlets.

international symposium on "Drug discovery—a perspective of future problems and opportunities".

Announcing the plans for the symposium and opening Dr T. I. Wrigley, UK research director, said that the extended research facilities would add further impetus to the efficiency and productivity of the company's research.

Worldwide, Pfizer spent approximately £40 million on research and development in 1975, and in 1976 plan to spend about £50 million. At Sandwich alone, over 450 of the company's 1,650 staff are employed in the central research division.

## Roussel plan £3.6m expansion at Swindon

Roussel Laboratories Ltd last week revealed plans of a major new extension to their manufacturing and research complex.

Work is to start immediately on the first part of a new investment programme which will amount to £3·6m on completion at the end of 1978. The new development will add substantial production and warehousing facilities to the Swindon complex which was opened five years ago.

The announcement follows earlier news that the company has also acquired extensive new distribution facilities at Park Royal, West London, which are scheduled to come into operation in October. Both moves are a direct consequence of the company's rapid expansion in UK and export sales, and are an essential part of an overall strategy of growth and expansion aimed, in the short-term, at trebling the current turnover of £26m in the next five years.

Roussel have also announced changes in their organisation. Mr K. H. R. Collard is relinquishing his position as managing director to assume new and additional international responsibilities with the parent Roussel-Uclaf Group. Mr Collard, who recently completed 20 years with the company, has also been appointed deputy chairman of Roussel Laboratories Ltd. He is succeeded as managing director by Mr G. E. Powderham, previously deputy managing director, with a new board of

*Continued on p916*

# Company news

Continued from p915

directors including: Mr J. B. Evans, marketing director; Mr D. M. S. Lumb, director, human resources; Mr D. A. Piercy, administrative director; Mr M. D. Simmonds, technical director; and Mr A. A. Spencer, director, new product planning and co-ordination. Mr K. G. Adams is appointed company secretary.

## Polaroid-Kodak UK suit

Polaroid Corporation last week issued a statement that the company had commenced UK proceedings against Eastman Kodak and Kodak alleging infringement of ten UK patents owned by Polaroid—five relating to camera structures and five to film structures. The suit charges that Kodak's instant cameras and print films infringe those patents, and an injunction is being sought restraining manufacture and sale of the Kodak products in the UK until the trial of the action.

Kodak issued a statement this week that their new cameras and film are based on the company's own technology and do not depend upon the patents of others. "As a matter of policy Kodak does not knowingly infringe the valid patents of others. Kodak has made an extensive study of patent literature in the instant photography field. We believe our patent position is sound and we will defend that position."

## Danish reprieve for Roche

Hoffman-La Roche will not now have to cut the prices of Librium and Valium in Denmark by 20 per cent from next week. The company has won a reprieve from the country's monopolies council.

The Danish monopolies commission issued an order earlier this month enforcing the price cut but the company appealed to the higher council for the date of the order to be postponed. Roche argued that little opportunity had been given to defend its prices in full. The council rescinded the order after expressing doubts about its legality.

## New Unichem committee

Following the formation of a separate regional committee for Wales (last week, p870) Unichem have appointed a committee for the West Country. The new committee's members are Mr. R. C. Johns, Wadebridge; Mr A. Moore, St Ives; Mr R. F. Mitchell, Exmouth; and Mr S. R. Thomas, Totnes.

## Numark appointments

Independent Chemists Marketing Ltd have announced three new appointments: Mr P. Duckworth, previously with Fine Fare, as training manager; Mr R. Smith, previously a sales promotion manager with Boots, as merchandising manager; and Mr M. Smallcombe, to look after the print and graphics department.

# Market News

## Honey stocks short

London, June 23: Australian honey shippers have increased the price of their exports by about \$40 a ton because of a shortage arising from the drought in Western Australia—the worst for a century, it is reported. Importers in Britain have been unable to make up their supplies from other sources, whether Europe or the Americas. Prices which have bounded ahead are unlikely to ease at all before the next Australian crop is due, which will be November shipment. In a year's time, July 1, 1977, the last of the import duty increments on honey will be levied. This will amount to 5·4 per cent, bringing the duty in five years up to the EEC level of 27 per cent. Unless non-EEC producers can reduce their rates after that time honey will become something of a luxury.

The rates for glucose (dextrose) are currently under review and it is expected that they will be increased sometime in August. The last movement was in November 1975. In spices, black pepper, cinnamon quills and some ginger were advanced. Brazilian methol turned firmer in some quarters. Elsewhere in crude drugs changes followed the pattern of previous weeks. Lemon peel appeared to have reached its peak.

Bourbon geranium oil came on offer again during the week. With American spearmint scarce Chinese oil advanced sharply by £0·55 kg. Other forward rates up were lemongrass and citronella.

## Pharmaceutical chemicals

**Amylbarbitone:** Less than 100-kg lots £7.66 kg; sodium £8.91.  
**Benzocaine:** BP in 50-kg lots, £4.49 kg.  
**Butabarbital:** 50-kg lots £9.99 kg; sodium £10.98.  
**Butobarbitone:** Less than 100 kg, £9.48 per kg.  
**Calamine:** BP £621 per 1,000 kg.  
**Chloroform:** BP in drums per metric ton from £371 in 35-kg drums down to £350 in 280-kg drums.  
**Cinchocaine:** Base (5-kg lots) £55.75 kg; hydrochloride £59.30.  
**Clioquinol:** USP XVIII 500-kg lots, £11.06 kg.  
**Cocaine:** Alkaloid £448 per kg; hydrochloride £409. Subject to Misuse of Drugs Regulations.  
**Cyclobarbitone:** Calcium £9.53 kg in 25-kg lots.  
**Ether:** Anaesthetic, BP 2-litre bottles £2.46 each; drums from £1.28 kg in 16-kg drums to £1.16 kg in 130-kg. Solvent, BP from £916 metric ton in 16-kg drums to £820 in 130-kg.  
**Glucose:** (Per metric ton in 10 ton lots) monohydrate £178; anhydrous £410; liquid 43° Baumé £170 (5-drum lots); naked £144 (tanker 14 tons).  
**Hydrogen peroxide:** 35 per cent £223 metric ton.  
**Hydroquinone:** £2.08 kg in 250-kg lots.  
**Lignocaine:** (25-kg) base £9.24 kg; hydrochloride £9.31.  
**Methadone hydrochloride:** Subject to Misuse of Drugs Regulations, £1.33 per 5-g.  
**Metol:** Photo grade per kg, 50-kg lots £5.64; 250-kg £5.46.  
**Noscapine:** Alkaloid £26.80 kg for 25-kg lots; £25.00 kg for 100-kg. Hydrochloride £30.00 and £28.00 kg for similar quantities.  
**Opiates:** (£ per kg) in 1-kg lots; subject to Misuse of Drugs Regulations—Codeine alkaloid £438.70 to £454 as to maker; hydrochloride £391; phosphate £334.80 to £347; sulphate £391. Diamorphine alkaloid £531; hydrochloride £484. Ethylmorphine hydrochloride £426.40 to £444. Morphine alkaloid £482.30 to £501; hydrochloride and sulphate £395 to £409.  
**Papaveretum:** £305 kg; 5-kg lots £300 kg. Subject to Misuse of Drugs Regulations.  
**Pentobarbitone:** Less than 100-kg £12.39 kg; sodium £13.40.

**Pethidine hydrochloride:** 10-kg lots £28.70 kg. Subject to Misuse of Drugs Regulations.

**Phenobarbitone:** In 50-kg lots £9.19 kg; sodium £10.05.

**Phenylephrine hydrochloride:** £62-£70 kg as to quantity.

**Pholcodine:** 1-kg £432 to £457; 60-kg lots £400 to £415 as to maker. Subject to Misuse of Drugs Regulations.

**Phthalylsulphathiazole:** 50-kg lots £1.60 kg.

**Quinalbarbitone:** Base and sodium in 25-kg lots £11.47 kg.

**Quinidine sulphate:** 25-kg lots £140 kg.

**Quinine:** (25-kg lots, per kg) alkaloid £89.55; bisulphate £75.30; dihydrochloride £88.55; hydrochloride £88.55; sulphate £84.55.

**Stilboestrol:** BP in 25-kg lots £89.00 kg.

**Succinylsulphathiazole:** £4.67 kg (50-kg lots).

**Sulphacetamide sodium:** BP £6.51 kg for 50-kg.

**Sulphamethizole:** £6.71 kg in 1,000-kg lots.

**Sulphaquinoxaline:** BVetC in 50-kg drums £8.05 kg; sodium salt £9.10.

## Crude drugs

**Aloes:** Cape £1.06 kg spot; £1.04, cif. Curacao £1.50 spot nominal; no shipment offers.

**Balsams:** (kg) Canada £13.00; £12.60, cif for shipment. Copiba: BPC £1.50 spot; £1.55, cif. Peru £6.70 spot; £6.60, cif. Tolu £3.40 spot; £3.30, cif.

**Benzoin:** BP £73.00-£74.00 cwt spot; £70.00-£71.00, cif.

**Cascara:** £870 metric ton spot; £760, cif.

**Cinnamon:** (cif) Seychelles bark £350 ton. Ceylon quills 4 O's £0.58 lb.

**Gentian:** Root £1.40 kg spot; £1.40, cif.

**Ginger:** (ton, cif) Cochin £915; Jamaican (spot) £1,025. Nigerian split £515, peeled £630. Sierra Leone £650.

**Henbane:** Niger £860 metric ton spot; £850, cif.

**Honey:** (per metric ton in 6-cwt drums, ex-warehouse) Australian light amber £550, medium £540, Canadian £730; Mexican £570.

**Ipecacuanha:** (kg) Costa Rica spot £4.10; £4.05, cif.

**Jalap:** Mexican, basis 15 per cent, £1.95 kg spot; £1.80, cif.

**Lemon peel:** Unextracted £1,350 metric ton spot; £1,300, cif.

**Liquorice root:** Chinese £190 metric ton, cif. Russian £260 spot; Block juice £1,130. Spray-dried £1,050.

**Menthol:** (kg) Brazilian £9.25 spot; £9.10, cif. Chinese £10.00 in bond; shipment £9.65, cif.

**Nutmeg:** (per ton, fob) West Indian 80's £1,450, unassorted £1,200; defective £1,150.

**Pepper:** (ton) Sarawak black £1,010 spot; £945, cif. White £1,185; shipment £1,110, cif.

**Pimento:** Jamaican £1,675 ton, cif.

**Podophyllum:** Root £710 metric ton, cif.

**Seeds:** (metric ton, cif) Anise: China star forward £560. Caraway: Dutch £365. Celery: Indian £415. Coriander: Moroccan £235. Cumin: Egyptian £485; Turkish £500; Iranian £580 nominal. Dill: Indian £225. Fennel: Indian £425; Egyptian £220. Fenugreek £124.

**Senega:** (kg) Canadian £12.60 spot and cif.

**Styrax:** £3.50 kg spot nominal.

## Essential and expressed oils

**Almond:** Sweet in drum-lots £1.20 kg.

**Citronella:** Ceylon £1.25 kg spot; £1.22, cif, Java and Chinese £1.60, cif.

**Geranium:** Bourbon £36.15 kg, cif.

**Lemon:** Sicilian best grades about £7.20 kg.

**Lemongrass:** Spot £4.50 kg; £3.55, cif.

**Lime:** West Indian about £8.60 kg spot.

**Mandarin:** £8.40 kg.

**Orange:** Florida £0.75 kg; West Indian £0.50.

**Peppermint:** (kg) Arvensis—Brazilian £4.00, spot; shipment £3.85, cif. Chinese prompt; shipment £4.20, cif. Piperata, American Far West about £19.00 spot.

**Sassafras:** Chinese £2.10 kg spot; £2.00, cif. Brazilian (kg) £2.00 spot; £1.75, cif.

**Spearmint:** American Far West spot £9.30 kg. Chinese spot unquoted; £7.80 kg, cif.

The prices given are those obtained by importers or manufacturers for bulk quantities and do not include value added tax. They represent the last quoted or accepted prices as we go to press.

## Coming Events

Friday, July 2

Pharmaceutical Marketing Club, London Room, New London Centre, Drury Lane, Parker Street, London WC2, at 12 noon. Dr Gerard Vaughan, MP (Opposition spokesman on social services). Luncheon, including wine, £6.

## New Officers

Nottingham Branch, Pharmaceutical Society:

Chairman Dr T. M. Jones; vice-chairman W. G. Smith; treasurer K. L. Smith; social secretary J. Gilby, secretary and press officer R. M. Onley.

Plymouth Branch, Pharmaceutical Society:

Chairman R. G. Bowden, vice-chairman and treasurer T. H. Lynes, social secretary R. G. F. Bowden, secretary and press officer A. G. Mervyn Madge, 1 Saltburn Road, St Budeaux, Plymouth.

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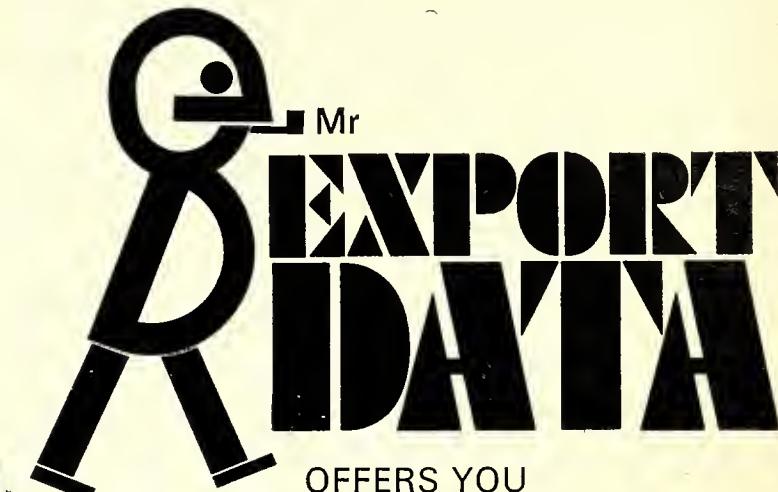
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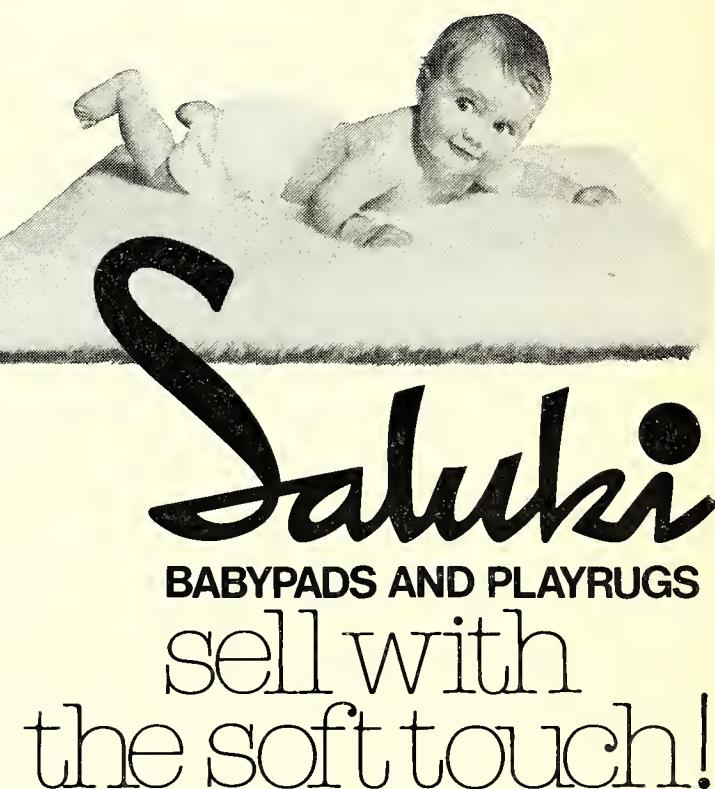
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	125cc	12	3.02	2.41	37p 27p
ALBERTO BALSAM CONDITIONER	90cc	12	2.92	2.31	39p 26p
	220cc	12	5.54	4.36	74p 49p
ALBERTO VO5 PH SHAMPOO	90cc	12	2.05	1.53	25p 17p
	155cc	12	3.02	2.41	37p 27p
GET SET HAIRSPRAY	300gm	6	1.90	1.55	49p 35p

\* Shows approx. 20% G.P.

**EXTRA 2½% ORDERS  
FOR 10 DOZ**

**←PLUS→**

**EXTRA 5% ORDERS  
FOR 15 DOZ**

PRICES AVAILABLE JULY/AUGUST 1976 SUBJECT TO AVAILABILITY. FULL DETAILS FROM YOUR LOCAL SANGERS BRANCH